

INFORMATION AND COMMUNICATION SERVICES
NIH- TASK ORDER FORM (For Use By Non-NIH Federal Agencies)

RFTOP# 73

TITLE: Minority Adaptation of the Film No Greater Love

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Diane Coger, Contracting Officer
email DCoger@HRSA.GOV

Phone: 301-443-2583 Fax-301-443-5462

Proposal Address:

HHS/Health Resources and Services
Administration
5600 Fishers Lane, Rm 13A-19
Rockville, MD 20857

Billing Address:

Use proposal address.

B. PROPOSED PERIOD OF PERFORMANCE: Eight (8) months from effective task order award.

C. PRICING METHOD: Firm Fixed Price

D. PROPOSAL INSTRUCTIONS: An original and four (4) hard copies of your technical and business proposals and past performance information must be submitted with the RFTOP number.

E. RESPONSE DUE DATE: **July 22, 2002 at 4:00PM**

F. TASK DESCRIPTION:

See next page.

A.1. PRICE

The Contractor shall be responsible for developing two (2) new 15-minute and 30-minute documentary films on the need for and success of organ and tissue donations and transplantation among minority groups in accordance with Section B at the following firm fixed-price:

\$ _____

DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

B.1. Purpose

There is a clear need for an accurate, well produced, widely seen and highly motivating television documentary promoting organ donation and family discussions about organ donation among minority groups. In pursuit of this goal, DoT wishes to award a contract for the production of films that can be used in local broadcasts and at medical, health, and community venues.

The purpose of this contract is to develop two, new 15-minute and 30-minute documentary films on the need for and success of organ and tissue donations and transplantation among minority groups. The films shall focus on African Americans, Hispanics (e.g., Mexican, Puerto Rican, Central/South American, and Cuban), Asians (e.g. Chinese, Filipino, Asian Indian, Korean, and Vietnamese), and Native-Americans (e.g., American Indian and Alaskan Natives) as donors, recipients, and transplant professionals.

B.2. Background

Recognizing the urgent need for organ, marrow, blood, and tissue donors, HHS Secretary Tommy G. Thompson launched a campaign, on April 17, 2001, to increase awareness of the benefits and need for organ, tissue, marrow, and blood donations. Increasing donations is of particular concern to minority groups where there is a greater need for kidney transplants and an increased need for organ donors. Some minority populations are more likely to have health-related conditions that are best treated by organ transplant. Some of these conditions are treated by transplant only. While minorities appear to donate in proportion to their population distribution, they have a disproportionate need for kidney transplants. Increasing donations from minorities can decrease the waiting time for organs since ethnicity and race may be factors in receiving a closely-matched organ.

B.3. Description and Scope of Work

The films shall focus on donors, recipients, and transplant professionals from minority groups including: African Americans, Hispanics (i.e., Mexican, Puerto Rican, Central/South American, and Cuban), Asians (i.e., Chinese, Filipino, Asian Indian, Korean, and Vietnamese), and Native-Americans (i.e., American Indian and Alaskan Natives).

The films will depict the urgent need for organ donation, the successes of transplantation, the difficulties experienced by patients and their families as they endure the tortuous wait for organs, the outcomes of these waits, and the comfort that accrues to grieving families

as a result of their relative=s donation. The film shall include stories of individuals waiting for transplants, following them over time through the outcome of their wait. The film also shall include stories of donors and their families, and shall feature vibrant, healthy, productive recipients to counter prevalent myths about frail, sickly post-transplant life experiences of recipients.

The scope of work shall include reviewing existing footage of interviews and b-roll from the 90 minute film *No Greater Love*, and develop a script detailing the emotional and practical issues surrounding organ donation and transplantation, explaining particular concerns of donation and transplantation in minority groups, and editing the footage into two professionally produced 15-minute and 30-minute films. They shall shoot additional film as needed to expand on increasing minority organ and tissue donations. The contractor shall ensure that film locations and principals are well diversified in terms of geography, ethnicity, gender, age, and types of organs/tissue involved.

The first fine-cut of the films shall be 15-minutes and 30-minutes. Subsequent to release of the film, the contractor shall serve as the distribution point for the government, mailing copies of the film as requested by the government or other interested parties.

B.4. Tasks:

All tasks are subject to revision and approval by the DoT PO.

1. Review original footage to determine its usefulness in the minority-focused production, and determine need for new culturally diverse footage.
2. Develop message points and a basic storyline for the film which will raise awareness of the need for organ donation among African Americans, Hispanics, Asians, and Native-Americans, and provide details about the broad issues to be incorporated in the final production.
3. Revise message points and storyline incorporating Project Officer's comments.
4. For additional footage, finalize research and pre-production arrangements for the film, including subjects to be interviewed and filming locations (two cities in the southwest (e.g., Arizona and California)).
5. Contract both with primary and local producers and production crews for complementary photography, and develop time-line for shooting complementary footage.
6. Shoot complementary footage.
7. Log and organize all footage to enable identification of the best footage to include in the final production.

8. Develop edit sequences, including scripts.
9. Develop a first rough-cut version of each film.
10. Develop second rough-cut version of each film, including narration and incorporating Project Officer's comments.
11. Develop fine-cut of 15-minute and 30-minute versions of the films.
12. Deliver and show 15-minute and 30-minute fine-cut versions to DoT staff for review.
13. Revise lengths of 15-minute and 30-minute fine-cut versions of the films if required by the PO.
14. Develop final edited DigiBeta master of the film for broadcast.
15. Conduct briefing for HRSA staff.

C. DELIVERIES OR PERFORMANCE

C.1. Period of Performance

The period of performance shall be for eight (8) months from the effective date of this task order .

C.2. List of Deliverables

Deliverables	Quantity	Delivery Date
1. Develop a work plan. Meet with Project Officer to revise work plan incorporating PO's comments.	2	1 week EDOC
2. Draft report on the usefulness and quantity of original footage and the complementary footage as these relate to new focus on minorities.	2	3 weeks EDOC
3. Draft message points and storyline for review and approval. (Task 2)	2	5 weeks EDOC
4. Revised report on message points and storyline incorporating Project Officer's comments. (Task 2)	2	6 weeks EDOC
5. Draft report on pre-production arrangements for both filming sites for review and approval. (Task 3)	2	7 weeks EDOC
6. Revised report pre-production arrangements incorporating Project Officer's comments. (Tasks 3)	2	7 weeks EDOC
7. Report on final arrangements with production team. (Task 4)	2	7 weeks EDOC
8. Report on time-line for shooting complimentary footage for review and approval. (Task 4)	2	8 weeks EDOC
9. Report on revised time-line incorporating DoT's comments. (Task 4)	2	8 weeks EDOC
10. Report on outcome on complimentary footage. (Task 5)	2	14 weeks EDOC
11. Report on review and initial logging of footage. (Task 6)	2	16 weeks EDOC
12. Draft of proposed edit sequence, including script, for review and approval. (Task 7)	2	18 weeks EDOC
13. Revised draft of edit sequence incorporating Project Officer's	2	19 weeks EDOC

comments. (Task 7)		
14. First rough cut of film for review and approval. (Task 8)	1	22 weeks EDOC
15. Second rough cut of film incorporating Projects Officer's comments. (Task 10)	1	24 weeks EDOC
16. Fine cut of films for final review and approval. (Task 12)	1	29 weeks EDOC
17. Final edited master for completed film incorporating Project Officer's comments. (Task 17)	1	34 weeks EDOC
18. Report with recommendation for final film length and summarize comments and preferences of PBS staff. (Task 14)*	2	20 weeks EDOC

Rights in and Ownership of Film: The final film and all footage obtained for this film shall be the property of the Health Resources and Services Administration. How the film is used and distributed shall be the option of the Federal government.

*One copy is to be delivered to the Contracting Officer

C.3. Place of Performance

The services provided under this contract shall be performed within the Washington Metropolitan area, however, if the Offeror is out-of-town, the Offeror must have a local office and the staff proposed must be stationed in the local office.

D. Type of Contract

It is anticipated that a Firm Fixed-Price task order award will be made from this RFTOP.

E. General Instructions

1. Your attention is directed to the requirement for the submission of technical, cost, and past performance contained in F.1., F.2., and F.3. of this RFTOP. Your proposal must be submitted in accordance with these instructions.
2. The proposal must be signed by an official authorized to bind your organization. An original and four (4) copies of your technical and business proposals and past performance information must be submitted with the RFTOP number.
3. The RFTOP must be prepared in two parts: a "Technical Proposal," and "Cost Proposal. Each of these parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of evaluation of the other. The technical proposal must not contain reference to cost; however, resource information such as data concerning labor hours and categories, materials, subcontracts, etc., must be contained in the technical proposal so that your understanding of the scope of work may be evaluated. It must disclose your technical approach in sufficient detail to provide a clear and concise presentation that includes, but is not limited, to the requirements of the technical proposal instructions.

You may, at your discretion, submit alternate proposals or proposals which deviate from the requirements; provided, that you also submit a proposal for performance of work as specified in the statement of work. These proposals may be considered if overall performance would be improved or not compromised, and if they are in the best interest of the Government. Alternate proposals, or deviations from any requirement of this RFTOP, must be clearly identified.

4. This RFTOP does not commit the Government to pay any cost for the preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition.

F.1. Technical Proposal Instructions

To facilitate the evaluation of the proposal, the offeror shall submit its materials in two separate physical entities: 1) the business proposal, and 2) the technical proposal. The technical proposal should provide unpriced detail of labor hours and other direct costs but shall not contain prices.

Proposals which merely offer to conduct a program in accordance with the requirements of the Government's Scope of Work will be considered non-responsive to this request and will not be eligible for award.

The technical proposal content shall include, but need not be limited to, the following:

A. STATEMENT AND UNDERSTANDING OF THE PROJECT PURPOSE

The proposal shall provide a statement of the purpose, scope, and the problems of the project in the offeror's own words to demonstrate his/her complete understanding of the intent, requirements, and difficulty of the project. The offeror shall provide written evidence of previous successful development of similar projects.

B. TECHNICAL APPROACH TO TASKS

The proposal shall fully describe the proposed technical approach to meet each of the requirements specified under the Scope of Work. The following items shall be covered:

- A detailed description of the content of each task to be performed to achieve the project objectives. Relevant questions and variables stemming from the scope of work should be discussed.
- A discussion of the methodology to be used for individual tasks.

C. PERSONNEL

The proposal shall specify the types of professionals who will perform the contract activities, including their education, experience, and specific technical accomplishments essential to the performance of the project. Resumes or biographical sketches shall be provided and shall indicate the positions which the persons within the organization will occupy for this project and their key functions.

The names, vitae or biographical sketches, proposed responsibilities and time commitment to the project, of any consultants or subcontractor employees that may be used in the completion of the project should be specified.

D. MANAGEMENT PLAN

The Offeror shall:

- Describe the organization proposed for carrying out the project.
- Designate the person who would serve as the day-to-day project director.
- Identify each project staff member and his/her responsibilities and time commitment on the project.
- Identify all professional persons who would spend significant time on the contract.
- Provide an organizational/staffing chart for the project.
- Describe the involvement of consultants or subcontractors and specify arrangements to manage their roles.
- Provide a time-line on staff activities and elements of the project to assure its completion on schedule.

F.2. Past Performance

Past performance information will be obtained by the Contract Specialist using the NIH Contractor Performance System. This information will be used to determine if the Offeror is performing at a satisfactory level.

F.3. Cost Proposal Evaluation

The cost proposal must be prepared and submitted separately in the following format:

1. Cover Page

The Offeror shall provide the name of the organization, business address, title of the project, date proposal submitted, and RFTOP Task Order number on the cover page.

2. Table of Contents

Include in the table of contents sufficient detail so that all important elements of the proposal can

be located readily.

3. Cost Proposal

The Offeror, at a minimum, must submit a cost proposal fully supported by documentation adequate to establish the reasonableness of the proposed amount of this RFTOP. The information must be in sufficient detail in order to allow for a complete cost analysis. The cost proposal shall provide information that is adequate to validate that the proposed costs are consistent with the technical proposal; provide information to support an analysis of material cost; and provide supporting information such as explanations or supporting rationale as needed to permit the Contracting Officer to evaluate proposed costs.

3.1. Direct Labor

Direct labor cost estimates shall be supported with breakdowns by the major functional areas, including the number of person-hours and applicable actual or average hourly rates. The Offeror must submit his/her proposed wages, salary rate schedules and plan for any additional compensation resulting from employee relations, profit sharing, pension or health and welfare benefits. Indicate whether current rates or escalated rates are used. If escalation is included, state the percent and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a midpoint rate for the period of performance. Salary increases that are anticipated during the performance of the resultant contract must be proposed.

State whether any additional direct labor (new hires) will be required during the period of performance. If so, indicate the number of positions to be filled, and the anticipated date of hire.

Also, specify the month and day on which your fiscal year commences. The Offeror shall also state the hourly overtime premium rate to be paid for all direct labor proposed.

3.2. Other Direct Costs

Include in this category estimated costs for all other direct costs associated with providing the type of services to be acquired (e.g., consultants, transportation/travel, supplies and equipment,

communications, etc.). A complete explanation of each element of cost detailing the rationale used in developing the estimate must be included. In order to evaluate all Offerors equally, the Government requests that Offerors prepare cost proposals without consideration of any Government furnishings and supplies (including consumables) currently in their possession. Upon contract award, the Government will determine the disposition/usage of any Government furnishings and property.

3.3. Level of Effort

Estimates of the level of effort to carry out the work described herein are given below for key personnel and are exclusive of consultants. It is estimated that the base period of performance and the four (4) option periods will require the same level of effort. The Government presents this description for the base period of performance of the level of effort as an example of how to carry out the scope of work.

Key Personnel

Person Hours

Offerors are expected to make their own independent assessments of the resources needed to perform the stated tasks.

3.4. Administrative and Management Data

1. Commitments - The Offeror shall list commitments relating to the specified work or services and indicate whether these commitments will or will not interfere with the completion of work and services contemplated under this proposal.

2. Financial Capacity - The Offeror shall indicate if he has the necessary financial capacity, working capital and other resources to perform the contract without assistance from any outside source. (If not, indicate the amount required and the anticipated source.) The following information must be submitted:

- a. The name, address, and telephone number of the Offeror's cognizant Government audit agency and a copy of its current agreement on indirect cost rates; and
- b. A copy of the Offeror's most recent financial statements and all information deemed relevant to convincingly demonstrate its ability to perform the requirement from a financial point of view. Similar information is requested for any proposed subcontractors.

G. Evaluation Factors

OFFERORS ARE ADVISED THAT IN THE EVALUATION OF THESE PROPOSALS PARAMOUNT CONSIDERATION WILL BE GIVEN TO TECHNICAL ISSUES RATHER THAN COST OR PRICE.

<u>Evaluation Criteria</u>	<u>Weight</u>
A. Statement and Understanding of Project Purpose	10%
B. Technical Approach to Tasks	
• clarity of material and presentation of tasks to be performed	10%
• description of methodologies to be used in conducting the work of the contract	10%
C. Personnel	20%
D. Similar previous experience	35%
E. Management Plan	15%

H. Award Criteria

The technical proposal will receive paramount consideration in the selection of the Contractor for this acquisition. The Government reserves the right to make an award based on the best value for the Government, cost and other factors considered. The Government reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that your proposal be submitted initially on the most favorable terms.

The Government reserves the right to make a single award, multiple awards, or no award as a result of this RFTOP. In addition, the RFTOP may be amended if determined to be in the best interest of the Government.

Task Order#ICS-73

TITLE: Minority Adaption of the Film No Greater Love

PART II - CONTRACTOR'S REPLY:

CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED:

FAX # _____

Signature - Project Officer

Date

APPROVED:

FAX # _____

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:

Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date